

## "The Demorest Paper Patterns"

The above title asserts all that any pattern can furnish. The Demorest people have made patterns for years and years, but their prices were to 40c. Now they are even improved.

They Allow for Seams and any pattern you can want or select is 10c. We have every pattern they produce.

## Cohen's Page Leads to Wonderful Prices

Always the best, and because you, the public, is made shareowner in the store. Goods are sold as bought, and all things undergo our strictest scrutiny as to value and goodness.

### THE STORE IS FILLED TO OVERFLOWING

Shipments after shipments from all quarters where the Cohen buyers can get in good work. All the newest creations for every use and want. It pays to read Cohen's page.

## Another Lucky Silk Deal

In January we had an opportunity to buy several thousand dollars' worth of new Silks at a price advantage. Feeling sure that Silks would rise, we took the offer. Our foresight met its reward. Silks are 15c to 25c a yard higher. As your agents we were merely looking out for your interest. Come and share the feast.

### 75c Fancy Silks, 46c—

1,000 yards of Fancy Silks, for this season's street costumes. The designs are exclusive, in endless variety, checks, stripes, warp points and pin dots; 70c and \$1 values for 46c and 50c.

### 75c Black Taffeta, 59c—

700 yards of Black Taffeta Silk, guaranteed pure Lyons dye, strong and lustrous, for petticoats, dresses and linings; 70c value for 59c. The 36-inch wide, \$1.25 value, for \$1.

### 75c Tussah Silk, 48c—

400 yards Tussah Silks, in natural linen color, 27 inches wide, 48c, instead of 75c.

### 59c Pongee 37 1/2c—

645 yards Messaline Pongee, soft, correct finish, for entire gowns, all colors; 37 1/2c, instead of 59c.

### 75c Crepe Voile, 39c—

323 yards Crepe Voile, black and colors, 27 inches wide, has a lustrous, soft effect; 39c, instead of 75c.

### 50c Shanghai Silk, 39c—

400 yards of Colored Shanghai Silks, light and dark shades, white and cream included; 70c, instead of 50c.

### 50c Foulards, 39c—

1,700 yards Foulard Silks, all desirable shades for street or evening wear—pin dots, small polka dots and other figures, in blue and white, prune, green, brown and lots of others; 50c values for 39c; 75c ones for 59c.

### 75c Black Foulards, 50c—

500 yards Plain Black Silk Foulards, soft and durable, 27 inches wide; 50c, instead of 75c.

### 55c Black India, 35c—

450 yards of Black Hand Loom India Silks, 35 inches wide, has a splendid high lustrous finish; 35c, instead of 55c.

### 75c White Habutai 55c—

250 yards White Broche Habutai, launder like linen, in neat, small designs; 55c, instead of 75c.

### 50c Wash Silk, 25c—

500 yards Corded Wash Silks, in all desirable colors, light and dark shades; 25c, instead of 50c.

### \$1.35 Beau de Soie, \$1—

300 yards Black Beau de Soie, rich finish, 36 inches wide, pure Lyons dye; \$1, instead of \$1.35.

### \$1 Louisines, 69c—

650 yards Swiss made Louisines, beautifully soft in texture and brilliant finish; all colors, suitable for the new blouse costumes; 69c, instead of \$1.

### 75c Pongee, 45c—

275 yards American Pongee, in natural tints, soft and clingy; 45c, instead of 75c.

## Second Floor Garment Store

provides garments that represent the best makers only. When the prices can be "special" they are sold so, and without the slightest in quality or perfection.

A Skirt Maker turns his stock over to the Cohen Co.

Not many of any one sort—some are samples, others the balance of belated shipment. These reduction prices.

### Finest Mohair Skirts

15-ply models, that have sold ordinarily for \$5.75; blue, brown and black, for \$4.08.

All Wool Panama Skirts, made in the latest accepted style, 15-gore, for \$3.08.

If you know the best Sicilian Skirt in town for \$3.50 you can get it here Monday for \$5.

### New 3-gore Skirts, the best \$10.50 ones, are \$7.50.

There are dozens and dozens of Skirts at just such values, and all of them the newest styles.

### \$15 New Cloth Suits, \$7.50

That's a remarkable story, when the prices range upward, instead of down. These dresses are in the best styles of this season, and were made to sell for \$15.

## Silk Suits, \$10

Like the cut, all pure silk, checked or striped taffeta; the price \$10.

Some of the Silk Suits are very pretty; they range in price to \$20.

Other Silk Suits, in all the various colors—green, brown, blue, all shades of changeables and black; the price, \$12.50.

### Special Sale of Covert Jackets for Women and Misses

We've made a price for all wool best tailoring and perfect fitting, the same jacket that no merchant can ordinarily sell for less than \$7.50, for \$4.50.

### Buy Kimonos

Kimonos that would cost 50c to make are 25c each—all sizes.

Full Length Kimonos, like the \$1.50 ones in every way, are 75c.

The variety of all kinds up to long ones are \$4.75.

## "A White Goods Year"

says the fashion articles. Never has there been prettier fabrics to cause it. We are ready in every sense, but especially in prices. You can get nearly a third more goods for your season's supply than you expected. All the novelties are here, too.

40-inch India Linon will be sold at 8 3/4c a yard.

Mercerized Oxford Skirting, imported, 36 quality, for 12 1/2c a yard.

Fine Imported Nainsook, 40 inches wide, in lengths from 2 to 8 yards; 25c yards, at 12 1/2c a yard—a 30c quality.

Special sale of Sheer, Fancy White Goods, main part mercerized, that cost to 35c; choice of three counters, 15c a yard.

40c Wash Chiffon, 45 inches wide—severely slightly imperfect—on sale at 20c a yard.

Sheer India Mull, 40 inches wide, equal in all ways to 45c goods, is 25c a yard.

Imported Checked Dimity, the always 30c quality, is 12 1/2c.

2,000 yards of best 10c quality India Linon, book fold, 8c a yard.

### \$1 Gold Stock Glasses

for 50c

195 pairs \$1 Gold Stock Spectacles and Eye-Glasses on sale Monday at 50c a pair, including an examination of the eyes.

### Mill End Sale of Ribbons

The finest lot we ever had and at over a third less than regular prices. The loom ends of the latest ribbons of one of the largest manufacturers priced thus in all colors:

10c Ribbons are 6c.  
12 1/2c Ribbons are 8c.  
30c Ribbons are 12 1/2c.  
35c Ribbons are 10c.

Another lot of 4-inch Taffeta Ribbons, in all colors, 12 1/2c a yard.

4-inch Fine Quality Black Taffeta Ribbons, 25c quality, 19c a yard.

3 1/2-inch 17c Satin Ribbons, all shades, 12 1/2c a yard.

4 1/2-inch Solid Ribbons, in every color, special 17c a yard.

### 50c Sample Belts, 19c

250 sample Belts, sold for 35c to 50c, choice, any, 19c each.

Lot of odd Bags, worth to 60c, special 25c each.

50 White Kid Belts, last season's 50c ones, are 15c each.

### Jewelry Bargains

10 gross Fancy Back Combs, sold for 25c and 30c, for 10c each.

25c Violet Brooch or Neck Pieces, 10c.

200 sample Brooch Pins, worth 25c, for 5c each.

50c Pearl Necklaces, 10c.

### 17c Linings, 6 3/4c

2,000 yards Black Percoline Linings, lengths 2 to 10 yards, worth 10c to 15c a yard, choice 6 3/4c a yard.

Near Silk Linings, in every color, best 12 1/2c lining made, for 10c.

### Cohen's Easter Glove Store

is rich with the best buying that was ever possible. Not an unreliable glove in all the lots.

72 dozen Kid Gloves, that cost to \$1 a pair, all shades—light, medium and dark, including black and white—the price, 50c a pair.

### The Cohen \$1 Kid Gloves

None in town under \$1.50 as good. All the new spring shades, including black, white and blue.

### \$1 Vells 35c

50 dozen Ready Made Vells, worth to \$1, for 35c each.

Chiffon Velling, worth 50c, in white, black, brown and navy, 19c a yard.

### Toilets Below Cost

10 gross White Floating Soap, 2 1/2c a cake.

Swift's Fine Toilet Soap, 14c for a box of three cakes.

10 gross Nail Brushes, worth 19c, for 10c each.

Sample lot of Tooth Brushes, all kinds, for 5c each.

10c bottles Petroleum Jelly, 5c.

10c Violet Palm Soap, 5c 1/2c.

Large Turkish Bath Soap, 1c.

### Your Correspondence

is made easy by the Cohen Writing Paper purchase.

Several tons—variety of kinds—several counters of bound or box paper. The the choice is 9c, 12 1/2c and 10c, costing up to 50c.

## "In the Shadow of the Cross" Wonder of the 20th Century

This extraordinary picture will be on exhibition here beginning Monday.

ADMISSION FREE to every purchaser of \$1 worth of merchandise.

The first time this wonderful picture has been exhibited free.

## Some \$3,500 Worth of Boys' Clothing Have

### Just Come In

They are bought so that you need not try to match them at any other store in Richmond. Prices range from 10c to \$6 a suit; regular value is \$1.50 to \$3.50.

### Our Hosiery Specials

### For Monday

A larger space, a larger stock gives you more advantages. A few sample prices:

20 dozen pairs Women's Stockings at 12 1/2c a pair; fancy styles, select black in plain or lace, black with white feet, also tans.

17c a pair for Women's Fancy Open-work Dropstitch Lisle Stockings.

15c for Women's Plain Fine Gauge Solid Black and Pure White Stockings.

25c a pair for over a score of styles of Women's Black, White, Tan and Fancy Color Stockings, in plain gauge, dropstitch and lace allover.

10c a pair for Sheer Gauge Lisle Stockings, in black or white.

### Umbrellas at \$1

A lot of Fancy Handle Silk Gloria Umbrellas; handles of pearl, horn, German silver, oxidized and plain and silver trimmed, natural, at \$1 each.

\$1.50 for Silk Umbrellas made of guaranteed union taffeta, handles of sterling silver and pearl. You can pick from this lot of 200 umbrellas values from \$2.50 to \$3.

Rainproof Gloria Umbrellas—36 and 26-inch—70c.

### Special Values in White Underskirts

35 dozen Lace Trimmed Underskirts, various styles; most of them have flounces 18 to 24 inches deep—70c each.

Another lot of Skirts—embroidery and lace trimmed—flounces 24 and 27 inches deep; \$1.50 and \$1.75 skirts for 95c.

Handsome Embroidery Trimmed Skirts, in the new button hole embroidery, for \$1.25.

\$2.50 Skirts, with Anglaise embroidery, for \$1.50.

### An Entire New Shirt-Waist Stock

goes on sale Monday.

These goods are made by a manufacturer that knows how to make shirt waists. They are the highest class of waists made in New York.

By this special purchase we are enabled to make prices as follows:

White Lawn Waists, embroidered, flounced and tucked; should be \$1, are 50c.

\$1.50 to \$2 Waists are 95c.

\$2.40 Waist—white lawn—70c.

\$3 Waists are \$1.60.

Colored Lawn Waists, in white, black and navy grounds; made to sell for 60c, are 35c.

Most of the China Silk Waists made, plaited, hand room China silk; \$3.25 waists for \$1.95.

Linen Waists, value to \$2.50, for 95c.

Silk Waists, in combination of lace and medallions, with shirring; a variety of styles, that would ordinarily be priced \$5, are \$3.05.

Allover Lace Waists, in ecru, champagne or white, in combination with medallions and laces, up to \$3.50 best value, choice \$5.05.

### The Handsomest 50c Pillow Tops

are in Monday's sale, 15c each; hundreds to choose from.

600 Pillow Shams, Scarfs and Centerpieces, costing to 90c, choice Monday, 15c each.

### Stamping.

Don't overlook that we do any kind of stamping, no matter what warranted satisfactory—at special prices.

### Good Curtain News for Housekeepers

50-inch Satin Finish Tapestry, blue, red and green; 50c value, 30c a yard.

Heavy Reversible Repp, 50 inches wide, floral designs; 70c quality, 30c a yard.

Cross stripe Madras Portieres, 3 yards long, all colors; worth \$1.50, for 95c a pair.

Silk Stripe Snowflake Madras Portieres, regular \$4 value, \$2.05 a pair.

Fine Imported Double Thread Net Curtains, in new designs, 3 1/2 and 4 yards long; \$5 value, \$3.05 a pair.

Muslin Curtains, plain, figured and dot-and-dash—ruffles 3 yards long; special at \$1 a pair.

Plain and Figured Muslin Curtains, \$1 and \$1.50 values, for 75c.

Stripe Muslin Curtains, wide ruffles, 3 yards long, 50c a pair.

### Some Extra Values in New Mattings

The Closest Woven Fine China Mattings, in the most small pin checked and striped grades, for 15c and 18c.

Fancy China Mattings, 9c.

Japanese Linen Warp Mattings, in every conceivable color and design, prices range from 10 2/3c to 45c.

Mattings Rug, 12 1/2 yards, new jap effect, for 50c.

Printed Linoleums—in length up to 8 yards—usually 60c to 80c a yard, for 37 1/2c a square yard.

## More White Dress Linens

White first, because fashion says so, this season. Retail price less than wholesale cost looks astonishing, but merchandise shrewdness does this. Linen, too, means pure Linen at Cohen's. Part Linen we call "union."

1 1/8 yards wide Suiting Linen, imported to sell at 60c; our price 25c.

2 1/2 yards wide Linen Suiting, best \$1.25 grade, at 85c a yard.

Double Width White Linen Suiting, in round thread; a 60c value for 30c a yard.

Allover Embroidered Linen, heavy, round thread, \$1.25 a yard.

28 inches wide Waisting Linen, 25c a yard.

Embroidered Shirt Waist Fronts on pure linen, for \$1.50.

### Table Damasks

Bleached Linen Table Damasks are now 25c to 50c a yard under the least price we can give regularly.

One of the Irish manufacturers made a table money more than he did the linens.

\$3c buys the best \$1.25 Linen ever sold in new patterns—we are speaking of the heavy double damask.

2 yards wide Bleached Table Damask, worth \$1.75, for \$1.25.

2 1/2 yards wide 12 Table Damask for \$1.45.

Extra Heavy Bleached Table Damask, always \$1.40, is \$1 a yard—2 yards wide.

We are also selling 2 yards wide German Linen Damask that cost 75c for 50c.

Same quality, 66 inches wide, for 48c.

66 Bleached Mercerized Table Damask, 36c a yard.

Breakfast Doilies, cost \$1, are 50c a dozen.

Dinner Napkins, full bleached Irish goods, \$1 a dozen.

34 Dinner Napkins are \$1.75.

100 dozen Towels, size 24-48, extra weight, special at 16 2/3c each.

Full Bleached 42-inch Heavy Huck Towels are 12 1/2c.

Lot of Linen Tea Doilies will sell for 2c each.

1,200 yards of Silk Mousseline—navy blue, with white polka dots—made to sell for 60c, special at 10c a yard.

Pretty Organzaes, all designs, for 11 1/2c a yard.

2,500 yards of Mercerized, Foulard Taffetas, heretofore sold at 35c, for 10 1/4c a yard.

Fancy Linen Irish Crash, the 35c quality, for 19c a yard.

French Organzaes, the 35c quality, for 23c.

Scotch Dimities, in the latest designs, for kimonos and other housewear, 15c quality for 9 3/4c.

Printed Batiste, Monday, for 7 1/2c a yard.

### Time for Wash Dresses

And they're very fashionable this season. We have a beautiful assortment. Attractive from the price as well as the beauty standpoint.

Do not fail to see the Colored Linen Suitings. They are pretty and novel.

All Linen Suiting, every color and various designs; regular 55c to 59c values, for 25c a yard.

Scotch Embroidered Clinghams, 25c quality for 12 1/2c.

Kimono Challies, 6 1/4c.

Mohair Lustre, in the new checks, 15c.

Embroidered Crepes, latest designs for dresses; value 50c, our price 12 1/2c.

3,000 yards Imported Zephyr Clinghams, worth 18c to 25c, choice 9 3/4c a yard.